



**Name:** Nicole Trujillo

**NRC:** 4628

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## USER DESCRIPTION

Emily is a working mother who educates her son alone, since she likes to take care of her son's health, she usually buys pharmaceutical products that benefit him, such as bottles of vitamins and syrups for his growth, she also likes to take good care of herself, so she usually buys products for the care of her face, however, since much of her time is working and she does not have a pharmaceutical establishment near her home, it is difficult for her to get the products for her and her son.

One day in a conversation with a coworker, Emily told her about her problem, and her colleague told her about a pharmacy where she used to buy her things, mentioning that it had a website and that it was open 24 hours a day. Emily decided to access said page where she was able to place the order of what she needed, which would arrive at her door, which makes things much easier, which is why since then she decides to place her orders at said pharmacy through her website, in addition to also using it when health emergencies arise such as when she or her child comes down with the flu.